

FIG. 1A

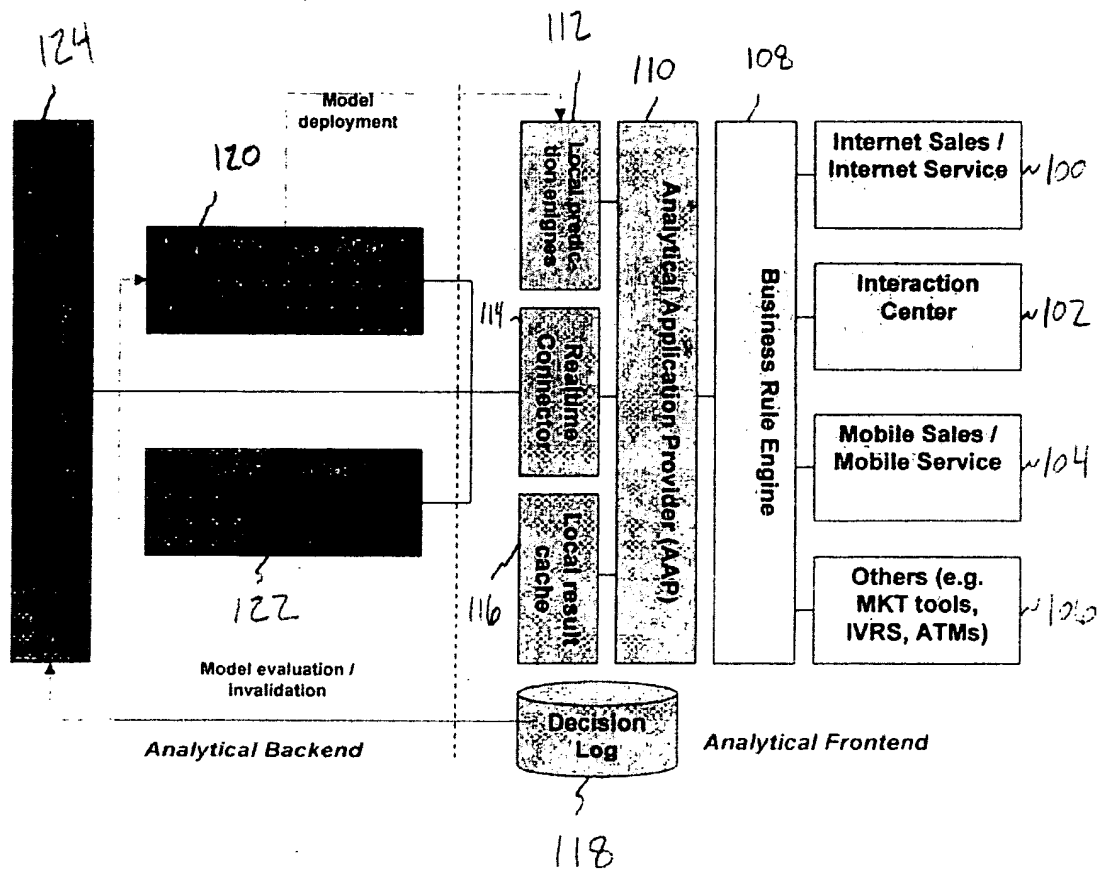


FIG. 1B

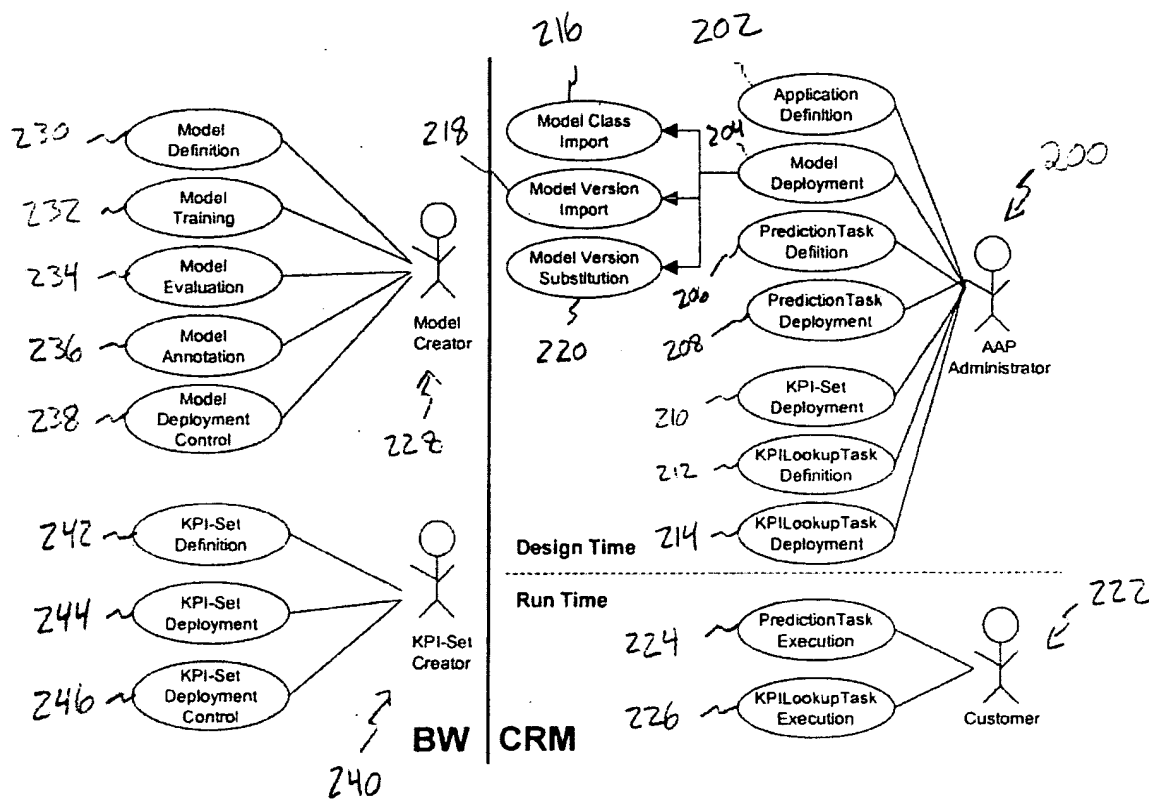
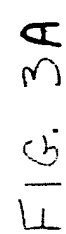
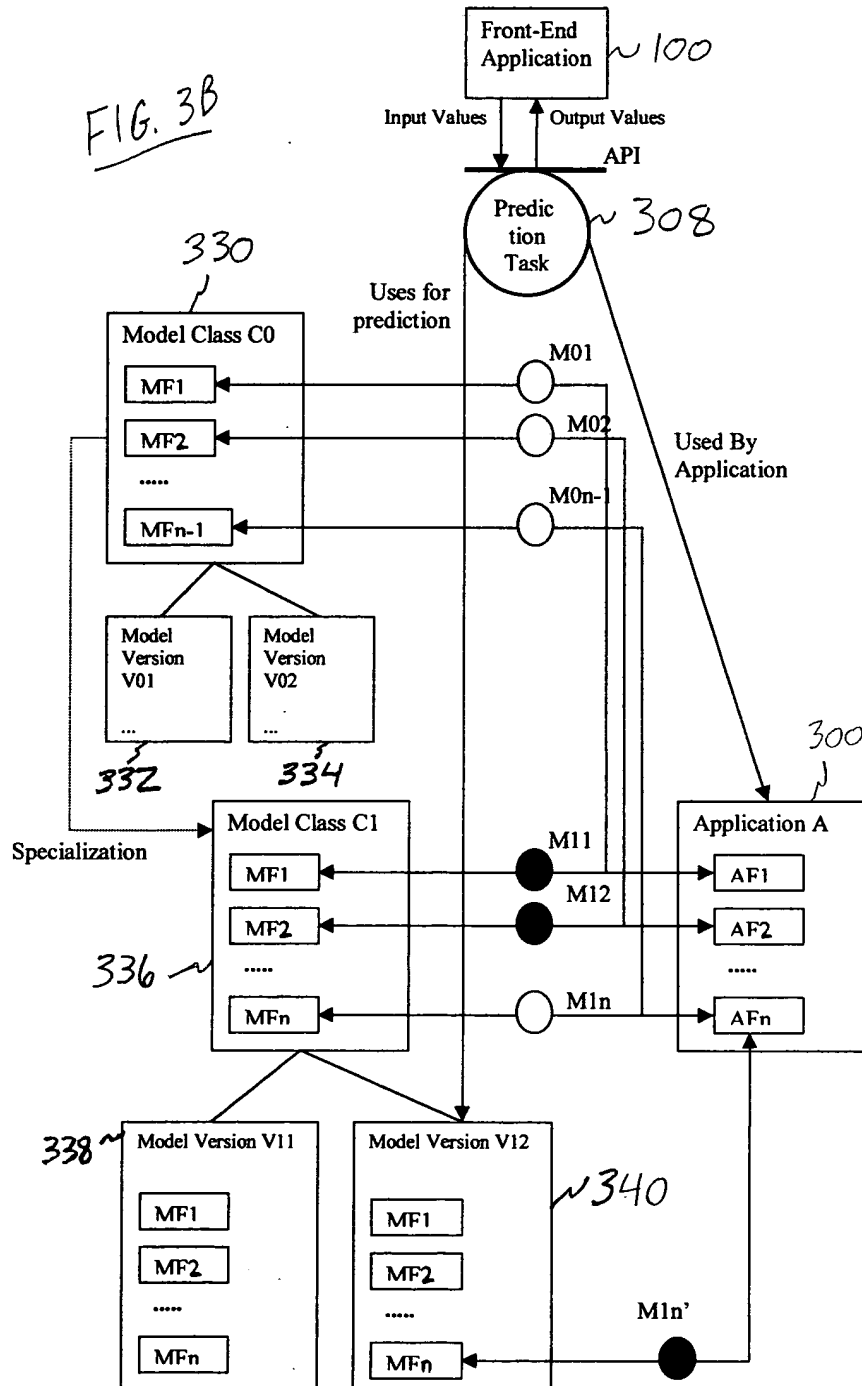


FIG. 2



WIGMA



400

Application Declaration

Application name: Internet Sales ~402

Description: CRM Internet Sales Appl. ~404

IMPORT METADATA ~406

Application Fields:

Name	IN/OUT	Data Type
BIRTH_DATE	IN	Date
SHOPPER_GENDER	IN	String
CUSTOMER	IN	String
SHOPPING_CATEGORY	OUT	String
REVENUE_LASTYEAR	OUT	Real

408 → {

410 → CREATE PREDICTION TASK

CREATE KPI LOOKUP TASK 412

SHOW DEFAULT MAPPINGS

FIG. 4

500

Model Class Details

Mining Model Class: MyCustClas

Classification of customers

502 Description:

This model classifies our customers in classes based on profile data they have specified when they logged on to our Internet shop and based on data taken from Customer master data.

No of Versions:

2

508

Prediction Input Fields

CUSTOMER_AGE

details

CUSTOMER_GENDER

details

CUSTOMER_ORDERS

details

CUSTOMER_REVENUE

details

Prediction Output Fields

PREDICTED_CLASS

details

510

504

506

514

FIG. 5A

530

Model Version Details

502 Mining Model Class: MyCustClass

504 Classification of customers

532 Version/Deploym. Time: WW_2001

534 Classification of World-Wide Customers 2001

536 2

538 14.02.2002, 06:30

Training Time: 05.01.2002, 17:12

540 Deployment by: Michael

542

544 Description: This version is based on a more accurate (cleansed) customer base as of 2001, and with the non-European customers added as compared to version 1.

Prediction Input Fields

546 {

CUSTOMER_AGE	details
CUSTOMER_ORDERS	details
CUSTOMER_REVENUE	details

Prediction Result Field

514 {

PREDICTED_CLASS	details
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Supplementary Fields

548 {

CUSTOMER_GENDER	details
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VISUALIZE

550 SHOW PREDICTION TASKS

552 CREATE PREDICTION TASK

WHAT-IF TEST

REFRESH

FIG. 5B

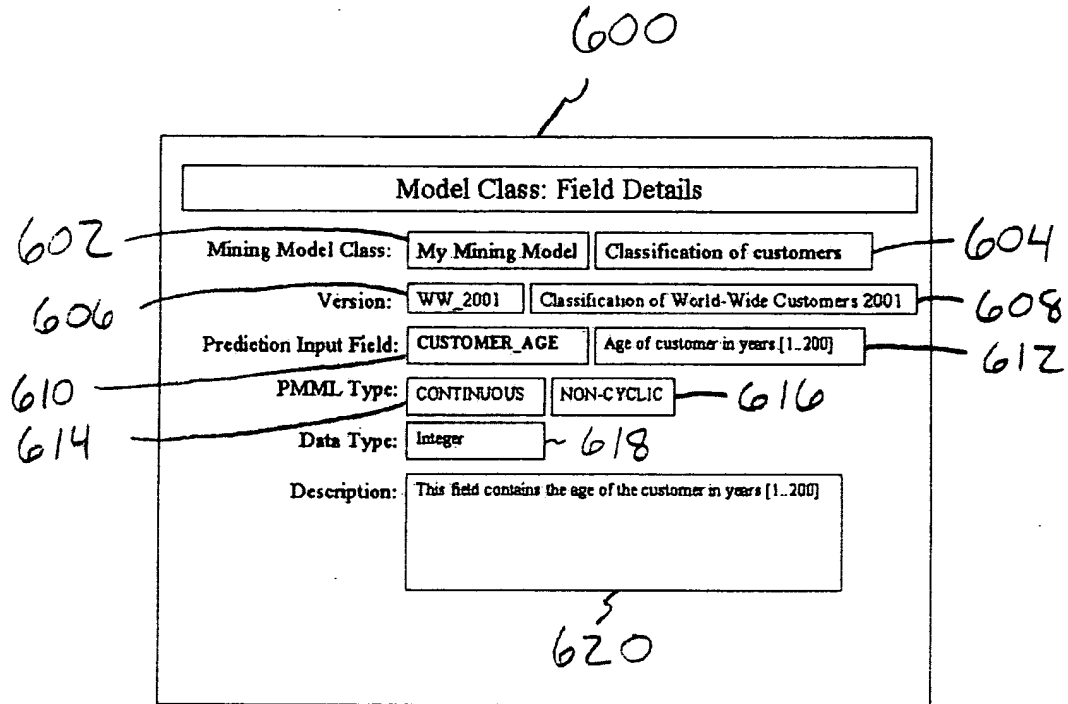


FIG. 6A

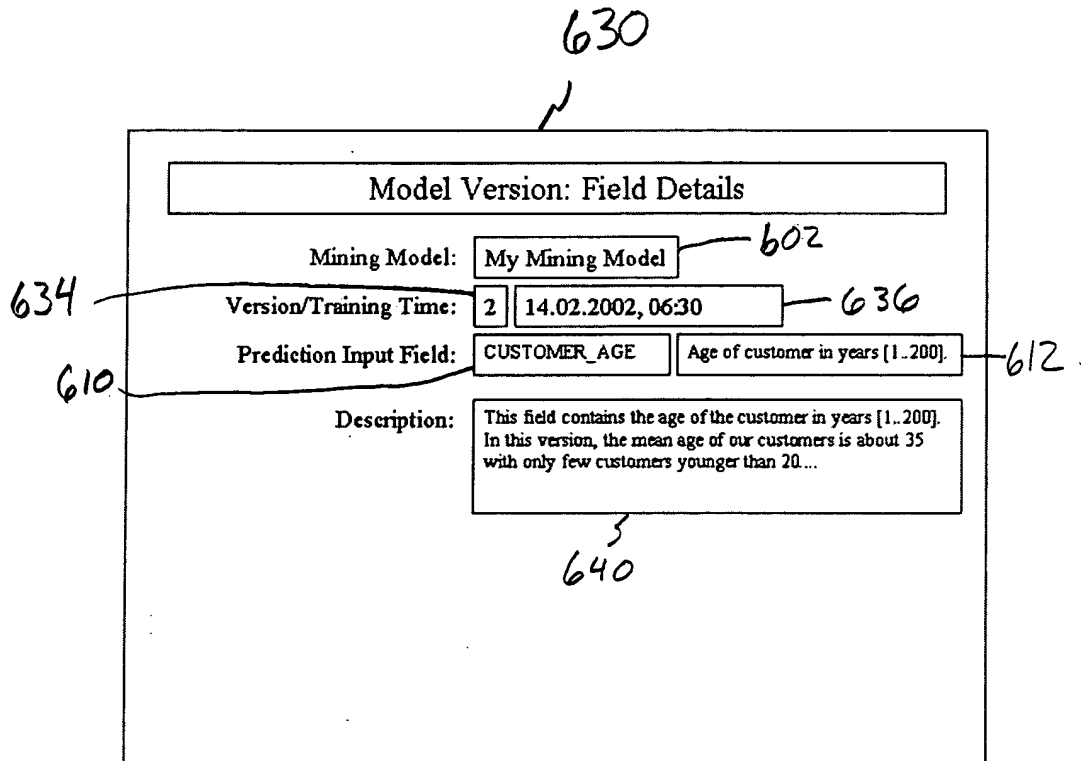


FIG. 6B

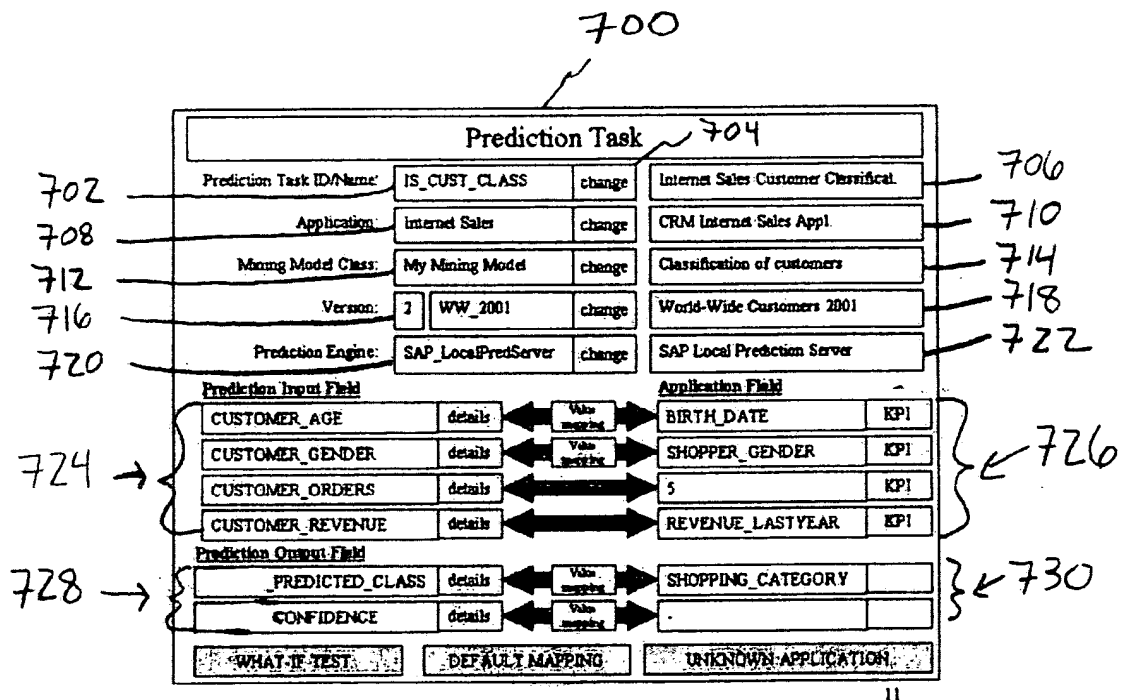


FIG. 7A

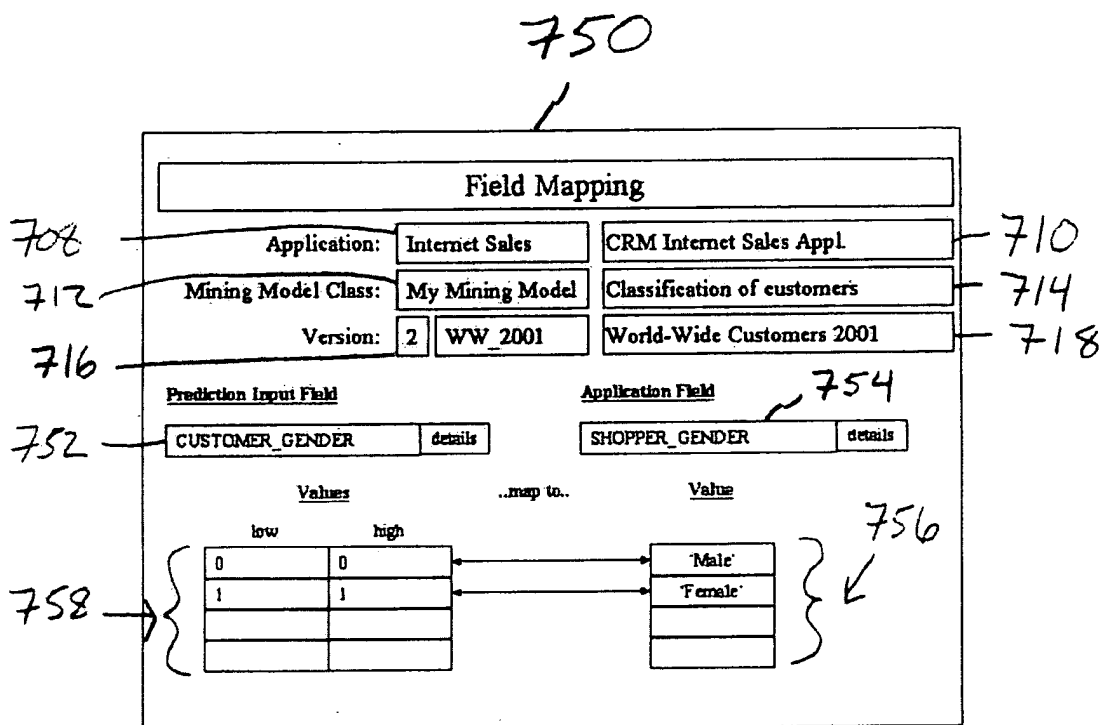


FIG. 7B